

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



a HD1491
.USA47



United States
Department of
Agriculture

Agricultural
Cooperative
Service

ACS
Service
Report 11

American Cooperative Exporters

Fruit, Vegetables, and Nuts



Contents

ACS Service Report 11
July 1984

Agripac, Inc.	4
Anderson's Peanuts	6
Blue Anchor, Inc.	8
Calavo Growers of California	9
California Almond Growers Exchange	10
Cherry Central Cooperative, Inc.	12
Gold Crown Macadamia Association	13
Gold Kist Inc.	14
Guild Wineries and Distilleries	16
Lindsay Olive Growers	17
Michigan Blueberry Growers Association	18
Naturipe Berry Growers	19
Ocean Spray Cranberries, Inc.	20
Oxnard Frozen Foods Cooperative	22
Pioneer Growers Cooperative	23
Seald-Sweet Growers, Inc.	24
Shenandoah Apple Cooperative, Inc.	26
Stayton Canning Company, Cooperative	27
Sun Diamond Growers of California	28
Sunkist Growers, Inc.	30
Texas Citrus Exchange	32
Tree Top, Inc.	33
Welch Foods, Inc.	34
Index of Commodities Exported	36

American Cooperative Exporters

Fruit, Vegetables, and Nuts

Tracey L. Kennedy
Arvin R. Bunker
Agricultural Economists

From almonds to olives and citrus to squash, American farmers produce a wide variety of horticultural products. Many growers market their commodities through cooperatives.

Independent grower owned and controlled cooperatives have played a major role in marketing fresh and processed fruits, vegetables, and nuts since the first U.S. fruit cooperative was organized in 1867. By 1980, 453 cooperatives located in all major growing areas (fig. 1) and representing 120,000 growers marketed fruits, vegetables, and nuts valued at nearly \$5 billion. These cooperatives

range from small fresh packing houses to large, fully integrated multicommodity processors. Cooperatives now handle more than 25 percent of U.S. fruit and vegetable marketings and 20 percent of U.S. nut marketings.

Cooperatives are active in every phase of the marketing process, from assembly and packing to canning, freezing, drying, and consumer packaging. In addition, cooperatives have become increasingly active in exporting, providing a direct link between the grower and foreign buyers, resulting in expanded markets for member commodities and high-

quality products to consumers worldwide.

In 1980, 31 cooperatives had direct exports of fruit, vegetables, and nuts valued at more than \$630 million (table 1). Fruit and fruit products accounted for \$408 million, followed by nut exports at \$203 million and vegetable exports at \$25 million. Cooperatives accounted for more than 50 percent of all U.S. exports of fresh citrus, as well as

nearly 35 percent of processed deciduous fruit exports. The cooperative share for all U.S. fruit exports was 30 percent. Direct exports of nuts and nut preparations from cooperatives represented 35 percent of U.S. nut exports.

These cooperatives have the capability to export a wide range of fresh and processed products to virtually every country in the world. Many are leaders in the industry and enjoy brand-name recogni-

tion worldwide, as well as pioneering new methods of processing, packing, and shipping.

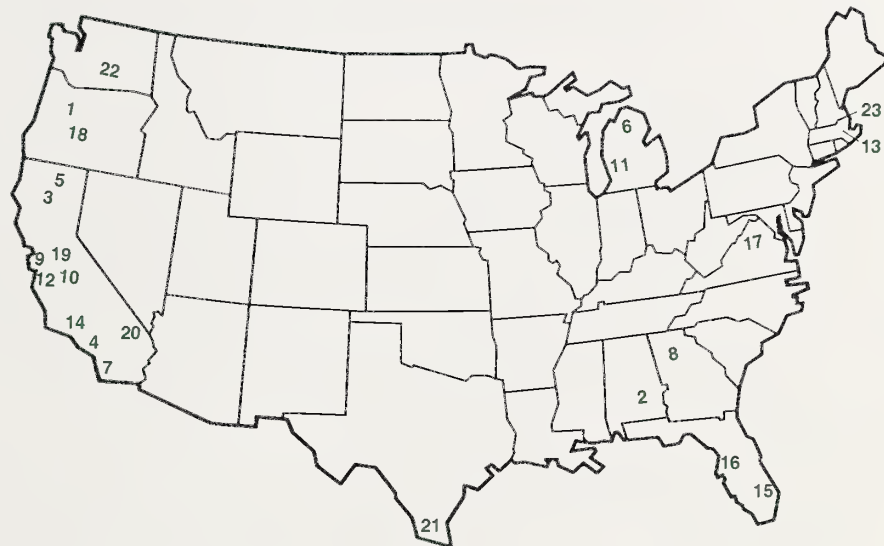
This booklet will help to acquaint you with cooperative exporters of horticultural products.

Table 1 — Value of direct exports by cooperatives, 1980

Commodity	Value of Direct Exports	Cooperative share of U.S. exports
	<i>\$1,000</i>	<i>Percent</i>
Fruits and Preparations	408,257	30.6
Vegetables and Preparations	25,658	2.2
Nuts and Preparations	203,150	35.1
Total	637,065	

Figure 1—Locations of Cooperative Exporters of Fruits, Vegetables, and Nuts.

1. Agripac Inc.
2. Anderson's Peanuts
3. Blue Anchor Inc.
4. Calavo Growers Association
5. California Almond Growers Exchange
6. Cherry Central Cooperative Inc.
7. Gold Crown Macadamia Association
8. Gold Kist Inc.
9. Guild Wineries and Distilleries
10. Lindsay Olive Growers
11. Michigan Blueberry Growers Association
12. Naturipe Berry Growers
13. Ocean Spray Cranberries Inc.
14. Oxnard Frozen Foods Cooperative Inc.
15. Pioneer Growers Cooperative
16. Seal-Sweet Growers Inc.
17. Shenandoah Apple Cooperative Inc.
18. Stayton Canning Company Cooperative
19. Sun-Diamond Growers of California
20. Sunkist Growers Inc.
21. Texas Citrus Exchange
22. Tree Top Inc.
23. Welch Foods Inc. (Headquarters)



AGRIPAC, INC.

P.O. Box 5346
Salem, Oregon 97304

Persons to contact:

Dennis Delaye
Vice President, Sales and Marketing
Ben Kelley
Contract/Export Sales Manager

Telephone: (503) 363-9255
Telex: 510-599-0134



AGRIPAC, Inc., is an agricultural cooperative owned by 240 growers in Oregon and Washington. Formed in 1971 with the consolidation of two long-existing grower cooperatives, AGRIPAC processes 20 different types of fruits, vegetables, berries, and nuts for foreign and domestic markets.

AGRIPAC has canning and freezing plants in Salem and Eugene, Oregon, and brines cherries and dries and packs nuts at the Eugene plant. Packaging and labeling are available for all canned and frozen products.

All production is sold by AGRIPAC's sales department through brokers or direct to customers in all 50 States and many foreign countries. Finished goods are shipped from distribution centers at Salem and Eugene. Rail services are available via the Southern Pacific and Burlington Northern railroads.

Products exported:

Canned: Green beans, beets, cherries, blackberries, whole kernel and cream-style corn.

Frozen: Corn, purple plum halves, corn and peas mix, squash, corn-on-the cob, hazelnuts.



ANDERSON'S PEANUTS

A Division of Alabama Farmers Cooperative, Inc.

P.O. Box 619
Opp, Alabama 36467

Persons to contact:

John W. Anderson
Assistant Division Manager

John W. Fryer
Sales Manager

Telephone: (205) 493-4591
Telex: 593-408 Anderson's OPPA



Anderson's Peanuts, founded in 1933, and now a division of Alabama Farmers Cooperative, plays a vital role as an integrated peanut marketing facility for southeastern United States.

Anderson's is the largest purchaser of peanuts grown in Alabama and supplies many of the larger peanut butter, candy, and salted peanut manufacturers in the United States.

Anderson's receives peanuts from all over southern Alabama and northwest Florida at 11 local buying and storage facilities, as well as a number of other facilities under contract agreement. Two large, modern, high-capacity shelling plants at Opp and Goshen, Alabama, turn out high-quality shelled peanuts sized to buyer specifications.

Anderson's has been engaged in export marketing since 1974 and now supplies peanuts to nearly every country that imports edible peanuts.

Anderson's experienced traffic department can handle containers, barge, or full cargo requirements on any delivery basis, and has the capability of making any size sale promptly. The cooperative regularly exports through the Ports of Savannah, Georgia; Charleston, South Carolina; Panama City, Jacksonville, Miami, and Pensacola, Florida; New Orleans, Louisiana; and Mobile, Alabama.

Products exported:

Edible shelled peanuts - Runner and Spanish variety, blanched peanuts, and oilstock peanuts.



BLUE ANCHOR, INC.

P.O. Box 15498
Sacramento, California 95851

Person to contact:

Ronald A. Fernandes
Export Manager

Telephone: (916) 929-3050
Telex: 37-7429



Blue Anchor, Inc., was organized in 1901 as the California Fruit Exchange. Today, Blue Anchor has 1,000 producer-members in California and Arizona and is the largest marketer of California table grapes, fresh deciduous tree fruits, and kiwi fruit.

The cooperative maintains specialized packing houses throughout the fruit-producing areas in California and Arizona. Blue Anchor better serves its customers and growers by marketing a complete line of deciduous tree fruit and grapes.

Products exported:

Table grapes, kiwi fruit, and fresh deciduous tree fruit.

CALAVO GROWERS OF CALIFORNIA

P.O. Box 3486 - Terminal Annex
Los Angeles, California 90051

Persons to contact:

Stephen F. Layton
Vice President, Marketing
George Plank
Export Manager

Telephone: (213) 587-4291
Telex: 674-215 CALAVO LSA



Calavo Growers of California is a handling and marketing cooperative owned by 2,643 southern California avocado growers. These member-growers produce more than 45 percent of California's avocado crop. Founded in 1925, Calavo pioneered in, and remains the major producer of processed (frozen) avocado products.

Calavo is also a major marketer of nonmember-produced companion lines such as Hawaii-grown papaya, Mexican and Florida mangoes, and kiwi fruit.

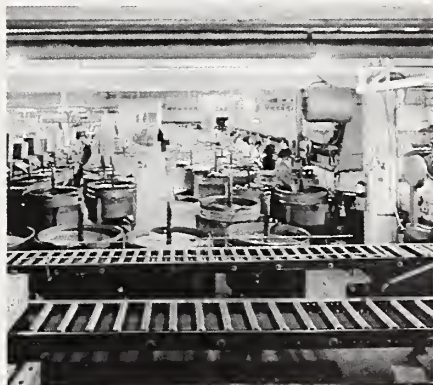
The cooperative has fresh fruit packing houses at six locations in California and a processed products plant at Santa Paula, California.

Export sales are handled through the marketing division at the Los Angeles headquarters. Domestic sales offices are in Los Angeles, New York, Chicago, San Antonio, Seattle, San Francisco, and Atlanta.

Calavo has been a pioneer in the technical processes making possible long distance, good-quality delivery of perishable, fresh avocados. Calavo exports to Europe, Scandinavia, the United Kingdom, and Japan.

Products exported:

Calavo brand fresh California avocados, Calavo brand frozen avocado products, and Calavo brand Hawaiian papaya.



CALIFORNIA ALMOND GROWERS EXCHANGE

P.O. Box 1768
Sacramento, California 95808

Persons to contact:

Walter F. Payne
Vice President, Sales and Marketing
Ian Erridge
Export Sales Manager

Telephone: (916) 442-0771
Telex: 377-449 CAGE SAC



California Almond Growers Exchange (CAGE), largest of the U.S tree nut cooperatives, was founded in 1910 by a group of 254 growers as a processing and marketing organization. Today, CAGE serves 5,700 producer members, handling 60 percent of the U.S. almond crop, as well as marketing hazelnuts, pistachios, and macadamia nuts, all under the Blue Diamond logo.

CAGE has processing facilities in Salem, Oregon, and Sacramento, Fullerton, and Salida, in California. In addition to member-supplied commodities from California, purchased commodities come from Oregon and Hawaii.

CAGE maintains the almond industry's most complete and active research facility at its main processing and office complex in Sacramento. Known as the Blue Diamond Almond Research Center (ARC), it is a major force within the industry in the development of new nut-based products, particularly almonds,

and the improvement of in-plant processing methods. ARC offers to assist customers with specific technical problems relating to its tree nut family.

Exports account for 60 percent of CAGE's annual sales. The cooperative maintains a sales office in Livinia, New Jersey, and a market development office in Tokyo, Japan. Nuts are available in-shell, shelled, and as manufactured consumer products.

Products exported:

Almonds, hazelnuts, and pistachios; shelled, in-shell, manufactured consumer products; macadamia nuts; and shelled and manufactured consumer products.



CHERRY CENTRAL COOPERATIVE, INC.

P.O. Box 988
Traverse City,
Michigan 49685-0988

Person to contact:

James D. Giannestras
Director, Marketing and Sales

Telephone: (616) 946-1860
Telex: 235-748 CHERRYCENT TRV



Cherry Central Cooperative, Inc., was established as a federated marketing cooperative in 1973 by a group of Michigan cherry processors seeking a more efficient method of marketing their products. Today, Cherry Central serves more than 750 member fruit growers through 18 grower-owned and proprietary processors.

As a leader in processing red tart cherries, cultivated blueberries, and dark sweet cherries, Cherry Central is able to serve a broad range of its customer needs, in both domestic and export markets.

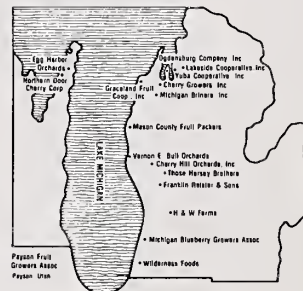
Growing areas in six States supply processing facilities in Michigan, Wisconsin, Georgia, and Utah with fruit to be processed as purees, concentrates, and whole fruit. Cherry Central products are packed in bulk, institutional or retail size packages, either frozen or canned.

Cherry Central has been active in the ex-

port market since its inception, and export sales represent a significant proportion of total sales volume. The cooperative's traffic department controls all shipping and documentation. Year-round containerized shipments are available via all major U.S. coastal ports and the Canadian gateway.

Products exported:

Frozen and canned red tart cherries, frozen and canned dark sweet cherries, frozen cultivated blueberries, and canned fruit fillings.



GOLD CROWN MACADAMIA ASSOCIATION

P.O. Box 235
Fallbrook, California 92028

Person to contact:

B. M. Scholes
Secretary/Treasurer

Telephone: (619) 728-4900



Gold Crown Macadamia Association, incorporated in 1971, is a marketing cooperative owned and controlled by 100 member-growers.

Gold Crown operates a warehouse near Fallbrook, where all nuts are delivered, oven-dried, culled, bagged, and shipped.

Gold Crown currently sells in-shell nuts only, with plans for a processing plant and the sale of nut meats.

Seed nuts are Gold Crown's main export.

Products exported:

Macadamia seed nuts.

GOLD KIST INC.

244 Perimeter Center Parkway, N.E.
P.O. Box 2210
Atlanta, Georgia 30301

General corporate phone:
(404) 393-5000
Telex: 54-2338 or 70-8404

Persons to contact:

Wayne Lord
Manager, Export Marketing
Phone: (404) 393-5031

Ronald B. Wolff
General Marketing Manager
Edible and Oilstock Peanuts
Phone: (404) 393-5146



Gold Kist Inc. processes and markets grains, pecans, poultry, eggs, soybeans, and peanuts for more than 100,000 farmer-members. Gold Kist also manufactures and purchases farm supplies for distribution through its Farmers Mutual Exchange farm service centers.

Gold Kist was organized in 1933 as a small cotton-marketing association and is now among the 10 largest U.S. farm supply and marketing cooperatives.

Gold Kist has been active in export markets since its inception, and exports represent a significant proportion of total sales volume.

As one of the larger processors and shellers of peanuts in the United States, Gold Kist offers a variety of grades of Virginia, Spanish, and Runner peanuts to the export market.

Gold Kist offers all grades of pecans to the international market, shelled or in-shell, in a variety of packs.

The cooperative can ship any of its products in any volume, from container loads to full cargoes. Because it has its own traffic and documentation section, it can sell f.a.s., f.o.b., c.& f., or c.i.f. basis, using both liner and charter freight.

Gold Kist, with several other cooperatives, acquired part interest in the worldwide trading company, A.C. Toepfer International of Hamburg, West Germany, in 1979.

Gold Kist exports through the following ports: Norfolk, Virginia; Charleston, South Carolina; Savannah, Georgia; Jacksonville, Miami, Tampa, Panama City, and Pensacola, Florida; Mobile, Alabama; New Orleans, Louisiana; and Houston, Texas.

Products exported:

Shelled and in-shell edible peanuts, oil-stock peanuts, peanut meal, and peanut oil.

Shelled and in-shell pecans.

Soybean meal, soybean oil, corn, and refined oils.

Frozen poultry.

Animal feed and feed supplements, animal health products, herbicides and pesticides, and farm equipment.



GUILD WINERIES & DISTILLERIES

500 Sansome St.
San Francisco, California 94111

Person to contact:

Kenneth W. Cribari
Vice President, Export Sales

Telephone: (415) 391-1100

Guild Wineries and Distilleries, one of the larger wine and brandy producers in California, was founded in 1933 as a centralized cooperative and is now owned by about 800 grape growers in California.

Guild owns and operates eight wineries and four distilleries in California, producing table, dessert and sparkling wines, as well as brandy, vodka, and grape concentrate, for domestic and export markets. Guild's major brand names include Cribari, Cresta Blanca, Cook's, Roma, Silverado, and Tavola. Guild offers private label bottling and sells its products in bulk.

Products exported:

Wines, brandy, vodka, and grape concentrate.

Guild

LINDSAY OLIVE GROWERS

P.O. Box 278
Lindsay, California 93247

Persons to Contact:

R. D. Rossio
President

Richard W. Vorreyer
Director of Industrial Relations

Telephone: (209) 562-5121
TWX: 910-541-2443
910-541-2446
Telex: 682-443



Lindsay Olive Growers is a cooperative representing 450 olive growers with combined total of more than 10,000 acres of fruit-bearing trees in an area described as the "Olive Capital of the World."

Formed in 1916 as the Lindsay Ripe Olive Company, the present cooperative has evolved from seven separate olive companies into the largest ripe olive processor in the world.

The \$6 million processing and canning facility in Lindsay, California, serves as the base of operations for products marketed under the Lindsay brand label.

The plant is equipped with Lindsay designed and patented machines that can process 200 tons of olives per day. Twenty-one specially designed Lindsay olive pitters are each capable of pitting six tons of fruit per day. In addition, Lindsay has warehousing capacity of 1.5 million cases at Lindsay and throughout

the country. Lindsay Olive Growers produces a number of products in addition to olives, sauces, and cocktail onions.

Lindsay products are marketed from the sales offices of Lindsay International, Inc., in Visalia, California.

Products exported:

Ripe olives, spanish-style olives.

MICHIGAN BLUEBERRY GROWERS ASSOCIATION

P.O. Drawer B
Grand Junction, Michigan 49056

Persons to contact:

John E. Shelford
General Manager

Telephone: (616) 434-6791

James Giannestras
Director of Marketing and Sales
Cherry Central Cooperative, Inc.

Telephone: (616) 946-1860
Telex: 235-748



Michigan Blueberry Growers Association (MBGA) was formed in 1936 as a grower-owned cooperative. Today, Michigan Blueberry Growers Association represents 600 member-growers and has 9 receiving/shipping points in Michigan, Indiana, and southeast Georgia.

MBGA is the largest marketer of cultivated blueberries in the world. Blueberry supplies are adequate to ensure the requirements of most blueberry users.

Fresh blueberries packed in 12, one-pint master flats are shipped from Chicago's O'Hare International Airport from July 20 to September 10.

MBGA's frozen blueberries are sold by Cherry Central Cooperative, Inc., in Traverse City, Michigan (see Cherry Central entry, page 12). Cherry Central is a federated marketing cooperative of which MBGA is a member.

Products exported:

Fresh and frozen blueberries.

NATURIPE BERRY GROWERS

P.O. Box A
Watsonville, California 95077

Persons to contact:

Herb Baum
President

George Mitokawa
Vice President, Fresh Department

Telephone: (408) 722-3506

Naturipe Berry Growers is an agricultural cooperative owned by 60 strawberry and kiwi fruit growers in California.

Naturipe operates three fresh fruit warehousing and shipping branches at Watsonville, Gilroy, and Los Angeles, with a fourth under construction at Oxnard. Processing facilities are also at those sites.

Naturipe maintains an indepth organization to provide better services to its members and buyers. Sales offices for fresh fruit are at Watsonville and Los Angeles. Processed products are sold through the Watsonville office.

Strawberries are produced, sold, and shipped practically all year round due to favorable climates in the various growing areas. Naturipe growers produce high-quality kiwi fruit in limited quantity.

Products exported:

Fresh and frozen strawberries, and fresh kiwi.

OCEAN SPRAY CRANBERRIES, INC.

Water Street
Plymouth, Massachusetts 02360

Persons to Contact:

Horst Class
Director of Marketing, International
John S. Llewellyn, Jr.
Senior Vice President, Marketing

Telephone: (617) 747-1000
Telex: (TWX) 710 391 0598



Ocean Spray Cranberries, Inc., was founded in 1930 when cranberry growers joined from Massachusetts and New Jersey to form a marketing cooperative. Today, Ocean Spray has about 700 grower-members in Massachusetts, Rhode Island, New Jersey, Wisconsin, Washington, and Oregon, and is the largest supplier of cranberries in the United States. In addition, the cooperative expanded in 1976 to include 100 Florida grapefruit growers.

Juices and juice drinks comprise almost 70 percent of Ocean Spray's total business and the Ocean Spray label is the top-selling brand in the canned and bottled juice-drink category.

Ocean Spray operates its own manufacturing facilities in six States with total production capability of 256,941 cases of product per day. Separate cranberry receiving facilities are maintained in Wisconsin and Oregon.

A technological innovator, Ocean Spray was the first U.S. juice-drink manufacturer to bring aseptically packaged containers to the American consumer in what the cooperative calls its "Paper Bottle." Ocean Spray pioneered the new "hot pack/pure pak" carton, which has dramatically extended the shelf-life of chilled drink products.

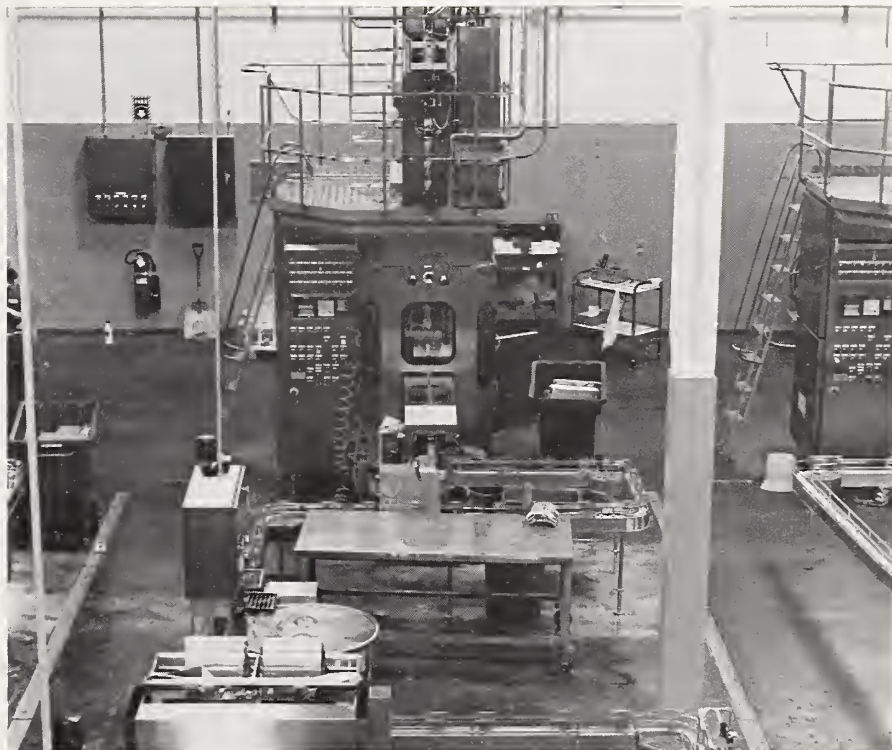
The cooperative has exported cranberries for many years and established its international department in 1973. Exports of cranberry products have increased tenfold since then, and in 1982 Ocean Spray received the President's "E" Award for excellence in export expansion, from the United States Department of Commerce.

Ocean Spray cranberry products including juice-drinks, sauces, and fresh fruit are exported to dozens of countries around the world, and the cooperative has recently begun exporting its grapefruit concentrate. Products are also packed under licensing arrangements in Canada, Australia, Japan, Taiwan, and the United Kingdom.

Products exported:

Cranberries - fresh, frozen, concentrate, processed juice drink.

Grapefruit concentrate and processed juice drink.



OXNARD FROZEN FOODS COOPERATIVE

711 Diaz Avenue
Oxnard, California 93030

Persons to Contact:

R. L. Jackson
Vice President, Sales
R. T. Wouk, Jr.
Assistant Sales Manager
Ms. Beverly Greaves
Export Manager

Telephone: (805) 486-1623
TWX: 910-366-1281

Oxnard Frozen Foods Cooperative is a vegetable processor owned by 37 producers in Ventura County California.

In addition to processing broccoli, peas, spinach, baby lima beans, and blends, Oxnard Frozen Foods is the world's largest packer of Fordhook lima beans. Oxnard Frozen Foods packs private label, both retail and foodservice, as well as its own labels: Ventura Farms, Portal, Sea Valley, and Freshman.

Oxnard Frozen Foods is about 75 miles from the ports of Los Angeles and Long Beach. Land-Bridge service to Houston is available via Southern Pacific Railroad.

Products exported:

Frozen broccoli, peas, spinach, baby limas, Fordhook limas, blends.

PIONEER GROWERS COOPERATIVE

P.O. Box 460
Belle Glade, Florida 33430

Person to contact:

Robert S. Wigley
Executive Vice President

Telephone: (305) 996-5561
Telex: 51-3434

Pioneer Growers Cooperative is owned by six Florida vegetable growers with a pre-cooling, packing, and distribution facility in Belle Glade, Florida. Pioneer packs a variety of vegetables and has been involved in exporting fresh veget-

ables to Europe, the United Kingdom, and Scandinavia for 10 years.

Products exported:

Sweet corn, celery, radishes, Chinese cabbage, parsley, kohlrabi, and carrots.



SEALD-SWEET GROWERS, INC.

(Seald-Sweet International, Inc.)

110 East Oak Avenue
Tampa, Florida 33601

Person to contact:

Howard N. Baron
Vice President, International

Telephone: (813) 223-7441
Telex: 52-843 SEALDSWEET TPA
Cable: FLACITEX, TAMPA

Seald Sweet



Founded in 1909 as the Florida Citrus Exchange, Seald-Sweet Growers is the oldest and largest agricultural cooperative in Florida. Seald-Sweet is a federated marketing cooperative consisting of 40 member-packers serving about 4,000 member-growers, as well as the 13 packing houses of the Indian River affiliate, FLORIGOLD GROWERS, INC.

Seald-Sweet accounts for 40 percent of all fresh citrus shipped from Florida. Seald-Sweet also sells limes, avocados, mangoes, peaches, and apples, during the summer months.

Seald-Sweet International, Inc., a wholly owned subsidiary, was founded in 1954 under DISC regulations, and acts as the international division of Seald-Sweet Growers, Inc.

Seald-Sweet International, Inc., was the only Florida organization to be recognized with President Kennedy's "E STAR" Award for excellence in exports.

Florida citrus fruit is exported to many European countries including Iceland, Great Britain, Scandinavia, and Eastern Bloc countries, as well as New Zealand, Japan, Singapore, People's Republic of China, Hong Kong, South Korea, Argentina, and Curacao.

As the first large advertiser of Florida Citrus, Seald-Sweet continues to promote Florida Citrus worldwide.

Products exported:

Fresh grapefruit and oranges.



SHENANDOAH APPLE COOPERATIVE, INC.

P.O. Box 435
Winchester, Virginia 22601

Persons to contact:

Basil M. Winstead
Executive Vice President and
General Manager

Jim Petrolino
Vice President of Marketing

Telephone: (703) 662-0331

Shenandoah Apple Cooperative, Inc., was founded in 1910 and became a cooperative organization in 1970. Shenandoah has 80 growers in eight States and processes more than 3 million bushels of apples annually.

Shenandoah's facilities include a 45,000-square-foot processing plant, a 15,000-square-foot juice plant, 180,000 square feet of dry goods warehousing, 6

truck docks, and 3 rail docks.

Processed apple products are available in a wide range of sizes in cans and glass.

Products exported:

Apple juice, sweet cider, sliced apples, applesauce, apple cider vinegar, white distilled vinegar.



STAYTON CANNING COMPANY, COOPERATIVE

P.O. Box 458
Stayton, Oregon 97383

Persons to contact:

Walter L. Smith
President and General Manager

Norman L. Butters
Sales-Service Manager

Telephone: (503) 769-2101

Telex: 36-0649

Cable: ROBAR



Organized as a farmer cooperative in 1924, Stayton Canning Company, Cooperative, is a producer-owned canner and freezer of fruits and vegetables.

Stayton has 188 producer-members, as well as nonmember producers of fruits and row crop vegetables.

Stayton Canning Company, Cooperative, owns and operates five canning and freezing plants and one distribution warehouse within a 50-mile radius in the Mid-Willamette River Valley of Oregon. Fresh vegetables can be delivered by the grower within an hour or so after harvesting to the nearest plant for cleaning and processing. Frozen products are stored in bulk, freezer storage containers and are later blended into various mixes and packaged in a variety of styles and sizes for institutional and retail markets.

Export goods are shipped in container lots or less to the Port of Portland, Ore-

gon, 60 miles north of the distribution warehouse.

Stayton packs under the labels SAN-TIAM, FLAV-R-PAC, and WESTPAC, as well as the SACK O'CORN, COB-BETTS, GOLD LABEL, and STACO brands. Sales are handled through Stayton's marketing subsidiary North Pacific Cannery and Packers of Lake Oswego, Oregon.

Products exported:

Canned: green beans, beets, carrots, cream-style corn, whole kernel corn, and peas.

Frozen vegetables: green beans, broccoli, carrots, cauliflower, cut and cob corn, peas, squash, zucchini, rhubarb, romano beans, wax beans, and various blends.

Frozen fruit: blackberries, strawberries, cherries, and plums.

SUN-DIAMOND GROWERS OF CALIFORNIA

P.O. Box 1727
Stockton, California 95201

Person to contact:

Frank R. Light
President

Telephone: (209) 467-6000
Telex: 359-470



SUN-DIAMOND GROWERS
OF CALIFORNIA

Sun-Diamond Growers of California was formed in 1980 as the marketing and administrative cooperative of Diamond Walnut Growers, Inc., Sun-Maid Raisin Growers of California, Sunsweet Growers, Inc., and Valley Fig Growers. Combined grower membership is about 6,000, and each of the member cooperatives is the world's largest handler of its basic commodity, walnuts, raisins, prunes, and figs, respectively.

Sun-Diamond strives for economy and productivity in every phase of its operations, with the main focus on marketing and creating brand identity, supported by quality. Each of Sun-Diamond's cooperatives has the best-selling brand in its commodity group.

Sun-Diamond is continually involved in development, testing, and marketing of new products under the "Diamond of California," "Sun-Maid," "Sunsweet," and "Blue Ribbon" labels. In addition, Sun-Diamond's auxiliary products divi-

sion, Sun-Land Products of California, handles dried specialty fruits, hazelnuts, Brazil nuts, pecans, nut mixes, and fruit juices other than prune.

Marketing, sales, and distribution offices are in San Ramon, just minutes from San Francisco.

About one-third of Sun-Diamond's dried fruit and nut products are shipped to foreign markets, with exports heaviest during October and November.

Products exported:

Walnuts, raisins, prunes, figs.



SUNKIST GROWERS, INC.

P.O. Box 7888
Van Nuys, California 91409

Persons to contact:

Fresh Exports to Canada and Mexico
Lawrence O. Beston
National Sales Manager

Fresh Overseas Exports
Richard J. Mead
Export Marketing Manager

Telephone: (213) 986-4800
Telex: 651413



Industrial Processed Products
for Remanufacturing
Sidney L. Garrett
Export Sales Manager,
Products Group
Sunkist Growers, Inc.
P.O. Box 3720
Ontario, California 91761

Licensed Processed
Products Program
Michael H. Loudon
Manager, Licensed Products
Marketing and
Administration Division
Sunkist Growers, Inc.
P.O. Box 3720
Ontario, California 91761

Telex: 67-0430

Sunkist Growers, Inc., was organized in 1893 as the California Fruit Growers Exchange, by 60 California orange growers determined to safeguard their livelihood by selling their fruit cooperatively. Today, Sunkist has 6,000 growers in California and Arizona, and is perhaps the best known agricultural marketing organization in the world.

Quality control has been a key element in the success of Sunkist as a marketing cooperative. Sunkist's staff inspectors and 59 affiliated packing houses adhere strictly to regulations governing the grading and packing of fresh citrus fruit that will bear the Sunkist stamp.

Sunkist growers own three processing facilities where citrus fruit not meeting the standards for premium and second grade fresh fruit is used to make a variety of juice and peel products. These facilities are at Ontario and Tipton, California, and Yuma, Arizona, and have a total capacity of 5,500 tons of fruit per day.

Sunkist exports more than 15 million cartons of fresh fruit to Europe and the Far East annually. All citrus fruit destined for export is carefully selected for carrying quality and is transported rapidly and efficiently directly from California ports.

Export sales of processed products are handled by agents and brokers in more than 70 countries. In addition, Sunkist issues trademark licenses to selected overseas packers who produce beverages, juice drinks, candies, and other products for distribution under the Sunkist brand.

Products exported:

Fresh citrus fruit, and processed citrus fruit products.



TEXAS CITRUS EXCHANGE

P.O. Box 793
Mission, Texas 78572

Person to contact:

Dan H. Scott
Manager, Export Sales

Telephone: (512) 585-8321
Telex/Cable: 766-646 TCX MSSN



TEXAS STAR®

Texas Citrus Exchange (TCX) is a citrus fruit marketing cooperative serving four grower-owned cooperatives in the Rio Grande Valley of Texas. Member cooperatives are Edinburg Citrus Association, Lake Delta Citrus Association, South Texas Citrus Association, and Rio Tex Citrus Association.

The acknowledged leader in Texas citrus marketing, TCX offers its members a fully integrated marketing program for fresh citrus fruit and processed citrus fruit products, in both the domestic and international markets.

Texas Citrus Exchange owns and operates two processing plants. The 148,000-square-foot, single-strength juice plant at Harlingen, Texas, is capable of processing 1,000 tons of oranges and grapefruit per day. The frozen concentrate plant at Mission processes 90 tons of fruit per hour and packs concentrate in 55-gallon drums with plastic liners, as well as institutional packages of

5-gallon and 1/2-gallon sizes. Products from TCX are marketed under the Texas Star and Big Tex brand labels.

Texas Citrus Exchange maintains a strong commitment to exporting both fresh and processed citrus.

Products exported:

Fresh oranges and grapefruit, citrus fruit concentrates, aseptic-packed citrus fruit juices, single-strength citrus fruit juices, and aloe vera products.

TREE TOP, INC.

P.O. Box 248
Selah, Washington 98942

Person to contact:

Ellison M. Whiteaker
Export Sales Manager

Telephone: (509) 575-3909
TWX: 510 777 3662 TREETOP YAK
Cable: TREETOP Selah WA

TREE TOP



Tree Top, Inc., was established as a grower-owned cooperative in 1960. It has a membership of more than 4,000 growers in Washington, Oregon, and Idaho.

Tree Top is the largest processor of apple products in the United States, and distributes a full line of apple juice, blended juice, and dried apple products.

Tree-Top's Washington-based plants in Selah, Cashmere, and Wenatchee have drying and pressing capacities of about 2,500 tons per day. Pressing capacity is enhanced by contractual packing agreements with processing facilities in Florida, Michigan, and New Jersey.

Tree Top owns 200,000 square meters of warehousing space with auxiliary space available as needed.

Tree-Top's full line of products is available for export from Washington State, Florida, or New Jersey, depending on destination.

Products exported:

Single-strength apple juice, cider, and blended fruit juices; frozen apple juice concentrate and blended fruit juice concentrate; evaporated apples (24 percent); low-moisture apples (3.5 percent); drum-dried apple and pear powders; and pear and concord grape juice concentrates.

WELCH FOODS, INC.

Westfield, New York 14787

Persons to contact:

A.W.D. Luddington
Vice President,
International Operations

William S. Marsden
Director, International Division

Donald Ray
Marketing Manager,
International Division

Telephone: (716) 326-3131
Telex: 91-533



National Grape Cooperative Association is a grower-owned business whose 1,700 members grow Concord and Niagara grapes on 36,697 acres in New York, Pennsylvania, Ohio, Michigan, Arkansas, Missouri, and Washington.

Through its processing and marketing subsidiary, Welch Foods, the cooperative's purpose is to return a fair price to members by providing a more ready and secure market, and to provide consumers with readily available, high-quality products at a reasonable price.

Welch Foods markets a variety of grape and nongrape products throughout the United States and 50 other countries. These products include juices, frozen concentrates, jellies, jams, fruit drinks, and carbonated beverages. Welch's soft drinks are marketed by the Dr. Pepper Company.

Receiving, pressing, storage, and production facilities are in Westfield, New

York; North East, Pennsylvania; Lawton, Michigan; Springdale, Arkansas; and Grandview and Kennewick, Washington.

Products exported:

Grape concentrate; grape juice (red, white, purple varieties) in bottles and cans; sparkling grape juice (red and white); grape drinks, Welchade, chilled beverages; grape jelly, jams, and preserves; strawberry jams and preserves.



Index

Fruit (fresh and processed, except juices)

Apples	26, 33
Avocados	9
Blackberries	4, 27
Blueberries	12, 18
Cherries	4, 12, 27
Cranberries	20
Figs	28
Fruit fillings	12
Grapefruit	24, 30, 32
Grapes	8, 34
Kiwi fruit	8, 19
Lemons	30
Olives	17
Oranges	24, 30, 32
Papayas	9
Pears	33
Plums	4, 27
Prunes	28
Raisins	28
Strawberries	19, 27, 34
Full-line products	8

Juices, Concentrates, Drink Products

Apple	26, 33
Blends	33, 34
Brandy	16
Cranberry	20
Grape	16, 33, 34
Grapefruit	20, 30, 32
Orange	30, 32
Vinegar	26
Vodka	16
Wines	16

Nuts

Almonds	10
Hazelnuts	4, 10
Macadamia nuts	10, 13
Peanuts, edible	6, 14
Peanuts, oilstock	6, 14
Pecan	14
Pistachios	10
Walnuts	2

Vegetables (fresh and processed)

Beets	4, 27
Blends	4, 22, 27
Broccoli	22, 27
Carrots	23, 27
Cauliflower	27
Celery	23
Chinese cabbage	23
Corn	4, 23, 27
Green Beans	4, 27
Kohlrabi	23
Lima Beans	22
Parsley	23
Peas	22, 27
Radishes	23
Rhubarb	27
Romano Beans	22
Spinach	4, 27
Wax Beans	27
Zucchini	27

Other Products

Aloe Vera Products	32
Farm Equipment	14
Feed	14
Oils	14
Poultry Products	14

**U.S. Department of Agriculture
Agricultural Cooperative Service**

Agricultural Cooperative Service (ACS) provides research, management, and educational assistance to cooperatives to strengthen the economic position of farmers and other rural residents. It works directly with cooperative leaders and Federal and State agencies to improve organization, leadership, and operation of cooperatives and to give guidance to further development.

The agency (1) helps farmers and other rural residents develop cooperatives to obtain supplies and services at lower cost and to get better prices for products they sell; (2) advises rural residents on developing existing resources through cooperative action to enhance rural living; (3) helps cooperatives improve services and operating efficiency; (4) informs members, directors, employees, and the public on how cooperatives work and benefit their members and their communities; and (5) encourages international cooperative programs.

ACS publishes research and educational materials and issues *Farmer Cooperatives* magazine. All programs and activities are conducted on a nondiscriminatory basis, without regard to race, creed, color, sex, or national origin.